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Hard Rock International Announces IMAGINE THERE'S NO HUNGER Campaign to Raise Awareness and Funding for WhyHunger in its Fight Against Childhood Hunger and Poverty

Campaign Features Collaboration with Yoko Ono Lennon for John Lennon Artist Spotlight T-Shirt and Other Lennon-Inspired Merchandise

Orlando, Fla., November 1, 2010 – In 1971, **John Lennon** released his song “Imagine,” and empowered every individual of the world by inviting them to envision a world of peace, a world free of poverty. Decades later, as the world celebrates what would have been his 70th birthday, Lennon’s lyrics continue to influence and inspire. Lennon’s vision of a better world lives on as his wife, artist and musician **Yoko Ono Lennon** joins **Hard Rock International** for **IMAGINE THERE’S NO HUNGER**, a global campaign to benefit **WhyHunger** in its fight against childhood hunger and poverty around the world. Dedicated to its LOVE ALL – SERVE ALL motto, proceeds from Hard Rock’s campaign will directly benefit WhyHunger and its grassroots partners around the globe in hopes of finding a long-term solution through sustainable agriculture.

“John Lennon, my husband, had a vision of a world free of hunger and at peace forever,” said Yoko Ono Lennon. “Together let’s imagine there’s no hunger. Imagine a world where all kids have enough food to eat. Imagine a world where the food that children eat is healthy and nutritious. Imagine a world where our youth take pride in growing, harvesting and selling good food. We can make such a world come true together, with hard work, love and conviction. IMAGINE!”

Setting the foundation for Hard Rock’s IMAGINE THERE’S NO HUNGER campaign will be the new John Lennon Artist Spotlight T-shirt, as well as a limited-edition pin and charity bracelet, featuring the powerful message “IMAGINE THERE’S NO HUNGER.” Proceeds from the campaign will be donated directly to WhyHunger to benefit local grassroots partners, including the **Pathfinder Academy in Kenya**; the **Pattanak Foundation in Thailand**; **City of Joy in India**; and **MPP in Haiti**. Each grassroots partner focuses on victims of poverty and helps teach sustainable farming and entrepreneurial skills for the future.

“I’ve seen firsthand how a campaign like IMAGINE can make a difference, and there is no greater feeling than being able to witness the impact that it’s had on children and their families around the world,” said Hamish Dodds, President and CEO, Hard Rock International, and Global Ambassador for WhyHunger. “Through this partnership between Hard Rock, Yoko Ono Lennon and WhyHunger, we’re confident that every day we are getting closer and closer to a world without hunger and poverty.”

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Beginning on November 1, 2010, Hard Rock locations around the globe will offer IMAGINE THERE'S NO HUNGER items in support of WhyHunger and its grassroots partners. IMAGINE merchandise will be available for a limited time only, and exclusively at Hard Rock's Rock Shops and www.hardrock.com, including:

- **John Lennon Artist Spotlight T-Shirt** – The front of Hard Rock's new Artist Spotlight T-shirt features the globe within a peace sign, set atop a scroll-patterned background. Ribbons, bearing Hard Rock's mantra "Love All – Serve All" and the countries where WhyHunger's grassroots partners are located, complete the design. The back of the shirt features the influential message "IMAGINE THERE'S NO HUNGER" and John Lennon's self-portrait. Truly a symbol of world peace, this new 100% ringspun cotton t-shirt is available in charcoal grey in men's sizes (S – XXL). 15% of the net proceeds benefit WhyHunger and grassroots partners around the globe.
- **IMAGINE THERE'S NO HUNGER Charity Bracelet** – Accessorize fashionably and charitably. This wristband is adorned with the influential message "IMAGINE THERE'S NO HUNGER" and John Lennon's self-portrait. Available in red, this must-have item also features the WhyHunger and Hard Rock International logos. 100% of the net proceeds benefit WHY and grassroots partners around the globe. (\$1 or more donation in cafe)
- **IMAGINE THERE'S NO HUNGER Pin** – This limited-edition benefit pin features John Lennon's portrait and Hard Rock's logo inside of a peace sign. This intricate design sits atop the statement "IMAGINE THERE'S NO HUNGER" and John Lennon's famous signature. 100% of the net proceeds benefit WhyHunger. (\$12, available in Rock Shop)

"Having experienced hunger at a point in her young life, Yoko Ono Lennon understands the importance of teaching young people how to grow food in order to support themselves and feed their neighbors," said Bill Ayres, Founder, WhyHunger. "We are equally proud of our ongoing partnership with Hard Rock International, which has helped us raise millions of dollars to help fight hunger and poverty at home and abroad."

For more information, please visit www.hardrock.com.

About WhyHunger

WhyHunger is dedicated to fighting the root causes of hunger and poverty by supporting grassroots organizations that create self-reliance, economic justice, and equal access to nutritious and affordable food. Founded in 1975 by late musician and activist Harry Chapin and current Executive Director Bill Ayres, WhyHunger works to put an end to the hunger suffered by 49 million American and more than 1 billion people worldwide. WhyHunger's main programs include the National Hunger Hotline 1-866-3-HUNGRY, which refers individuals in need of emergency food assistance to soup kitchens, food banks, shelters, government programs, and community organizations in their neighborhoods; the Grassroots Action Network, which provides information, networking opportunities, capacity building and access to more than 8,000 anti-hunger and poverty organizations across the country and around the world; Global Movements, which links the organization's domestic work to broader global movements for food sovereignty and the basic rights to food, land, water, and sustainable livelihoods; and Artists Against Hunger & Poverty, which is supported by Bruce Springsteen, Carlos Santana, Jackson Browne, Michael McDonald, Chicago, Earth Wind & Fire, Joss Stone, Darryl "DMC" McDaniels, O.A.R., Papa Roach, moe. and many others.

About Hard Rock International

With a total of 168 venues in 51 countries, including 133 cafes and 14 Hotels/Casinos, Hard Rock International is one of the world's most globally recognized brands. Beginning with an Eric Clapton guitar, Hard Rock owns the world's greatest collection of music memorabilia, which is displayed at its locations around the globe. Hard Rock is also known for its collectible fashion and music-related merchandise, Hard Rock Live performance venues and an award-winning website. In addition to the two flagship Seminole Hard Rock Hotels and Casinos in Tampa and Hollywood, Fla., Hard Rock Hotels/Casinos are located in Las Vegas, Biloxi, Orlando, Chicago, San Diego, Pattaya, Bali, Macau, Penang and Singapore. Additional hotel and casino projects have been announced in Punta Cana, scheduled to open in 2010; Panama, scheduled to open in 2012; and Hungary, Dubai and Abu Dhabi, scheduled to open in 2013. Hard Rock International is owned by Seminole Hard Rock Entertainment, Inc. For further details on Hard Rock Hotels and Casinos, visit www.hardrockhotels.com. For more information on Hard Rock International, visit www.hardrock.com.